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AUGUST, 1948

Florida Highways



In this Issue: U.S. 27 Extended in Florida
Spessard Holland Bridge
Pre-Historic Cemetery



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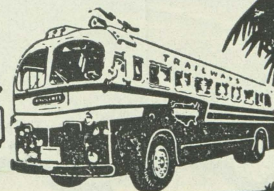


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Our Cover

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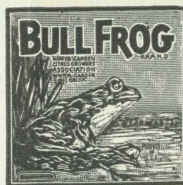
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FLORIDA HIGHWAYS

Official Publication of

State Road Department of Florida—Florida Highway Patrol
Association of County Commissioners—Florida Trucking Association, Inc.
Authorized medium of Motor Vehicle Division and other State departments.

VOLUME 16

AUGUST, 1948

NUMBER 9

RALPH M. HARTSFIELD, Tallahassee..... Editor
J. E. ROBINSON, Winter Garden..... Publisher

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A magazine of general circulation and general public interest dedicated to construction and improvement of Florida highways, to traffic safety, public education and all that these imply in the future development of Florida resources and possibilities. Not published at State expense. Manuscripts and pictures intended for publication should be addressed to the editor. Contributions of pictures and reading material are welcomed, but publisher accepts no responsibility for their loss. Permission is hereby given to newspapers and other publications to reprint material contained herein (unless specifically restricted in the title of the material) provided proper credit is given Florida Highways, Reg. U. S. Pat. Off. Subscription price, \$2.00 per year; single copies 25 cents. Published monthly and entered as second class matter July 11, 1941, at the postoffice at Winter Garden, Fla., under the Act of March 3, 1879. Additional Second Class Entry Permit Authorized Tallahassee, Florida, April 24, 1946.

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F. ELGIN BAYLESS

The Chairman Says...

THE 1948 ROAD SHOW

The 1948 Road Show staged in Chicago July 16-24, offered a preview of the marvels of roads and road building of tomorrow. No miracles were unveiled, but the prospects in improved design and more efficient equipment and material were breathtaking.

To any layman who was in attendance it might have seemed the millennium in road building has finally arrived, and that an ideal system of highways, tailored to suit every need, is just around the corner.

The experienced highway administrator and highway industrialist knows, however, that the translation of these possibilities envisaged at the road show into practical realities of supplying adequate and economic highway facilities will be a long and arduous struggle.

Progress in highway improvement has always been evolutionary rather than revolutionary. Advances are made a step at a time, and the steppers do not wear seven league boots. The miracles in highway development appear only when viewed from a distant perspective which embraces a long period of time. The improved standard of our roads today compared with those of 30 years ago appears miraculous. But the miracle was achieved by doing each day the job of building the best road possible within the limitation of the information and experience available on that day.

Progress will be made in developing our Florida Highway System, but it will be by prosaic day-by-day gains and not through dramatic accomplishments. Probably we cannot hope to see in Florida anything more dramatic in the way of improvement to the highway system than that which has been accomplished in the last three years, during which time about one-fourth of the State Maintained System of 8736 miles has been improved.

VANDALISM ON THE HIGHWAYS

It is human interest to guard ones property zealously against damage or loss.

The property of the State Road Department is the people's property—its roads, and rights of way, its signs and wayside parks.

That is why it is difficult to understand vandals who take delight in destroying these things. Why some citizens who are no doubt meticulous housekeepers in their individual home will haul off the garbage and trash to dump along the roadside. Why some otherwise respectable persons will ride along the highways taking pot shots at the highway signs. And why a small number of the beneficiaries of the wayside parks will wantonly destroy the facilities there.

The recent occurrence in which every grill in the outdoor furnaces along the 9-mile Courtney Campbell Parkway was pried off and carted away is more understandable, if no less regrettable and no less reprehensible. The perpetrators of this crime were presumably actuated by motives of private gain. They were thieves, and thieves we can understand.

The cases of willful destruction without hope or purpose of private gain are more difficult to comprehend. Probably it would take a psychiatrist to explain the twisted mind that takes delight in savage destruction for the sake of destruction itself.

Those citizens who feel a wholesome sense of possession and pride in our common property should cooperate to protect it—protect it for their own enjoyment and for the enjoyment of their children. The highways belong to us—all of us—now and will also be a great asset to our future generation. I hope the citizens will cooperate in preserving them by reporting to the enforcement officers any person who culpably damages them.

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PLYMOUTH, FLORIDA

U. S. HIGHWAY NO. 27 EXTENDED THROUGH FLORIDA

A new artery has been added to the economic life lines of Florida. This month's Detour Map will feature another of those important red lines which represent a U. S. numbered highway.

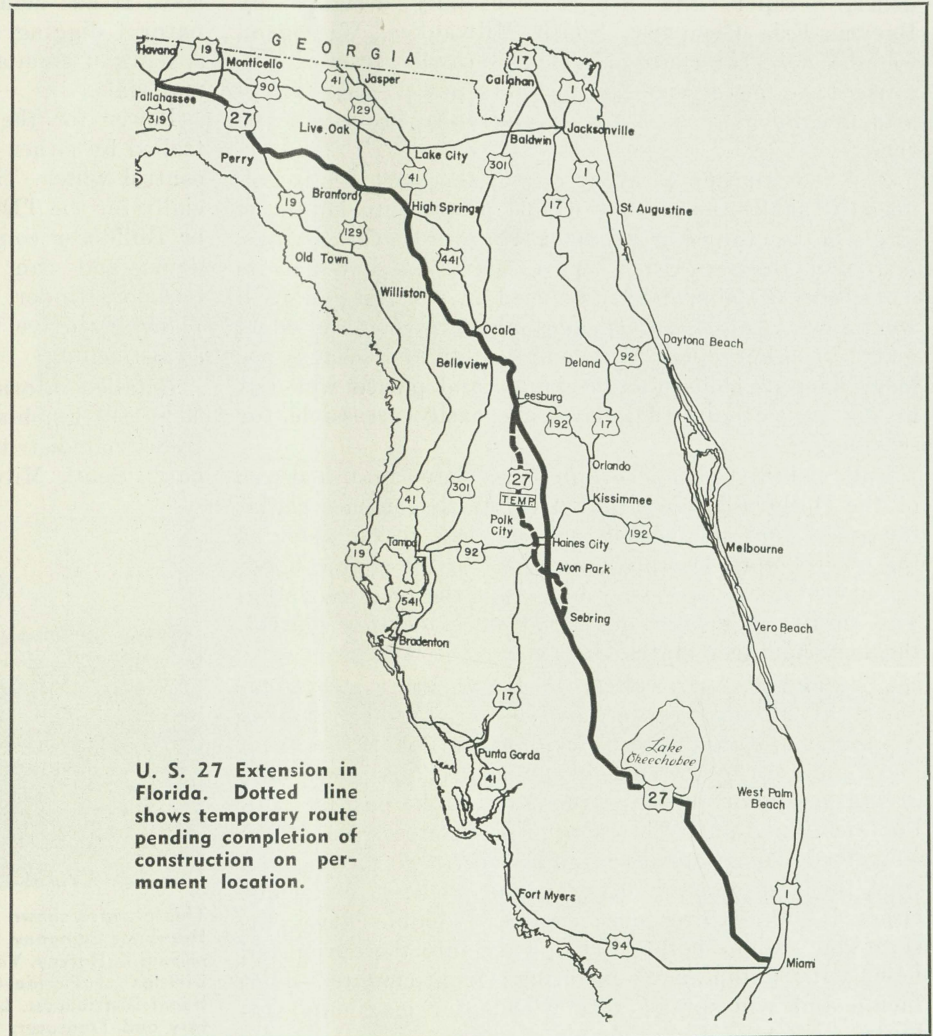
U. S. Highway No. 27, previously terminating at Tallahassee, has been extended all the way down through the state, to Miami, a distance of 485 miles.

Credit for extension of U. S. Highway 27 through Florida is due Chairman Bayless. U. S. highway routes are established by the American Association of State Highway Officials, and not by the Federal Government as many people assume.

Chairman Bayless petitioned for an extension of U. S. 27 in a letter dated June 10, addressed to Hal H. Hale, Executive Secretary of the Association.

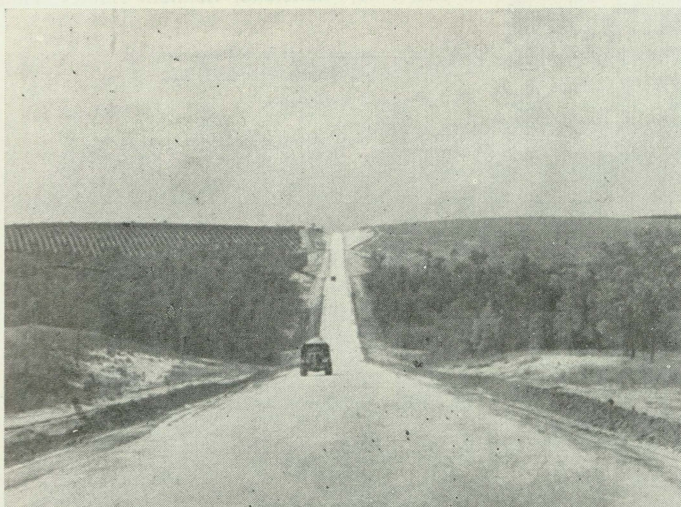
As one of four Regional Vice Presidents of the Association, the Chairman had to attend an executive meeting of its officers in Chicago. There he took advantage of the opportunity to bolster the written petition by a personal plea. As a result, the Department's petition was approved by the AASHO U. S. Route Numbering Committee and the Executive Committee, and Florida now has 485 more miles of U. S. numbered highway.

Notice of approval of the extension in Florida was given in a letter from Secretary Hale dated June 23.

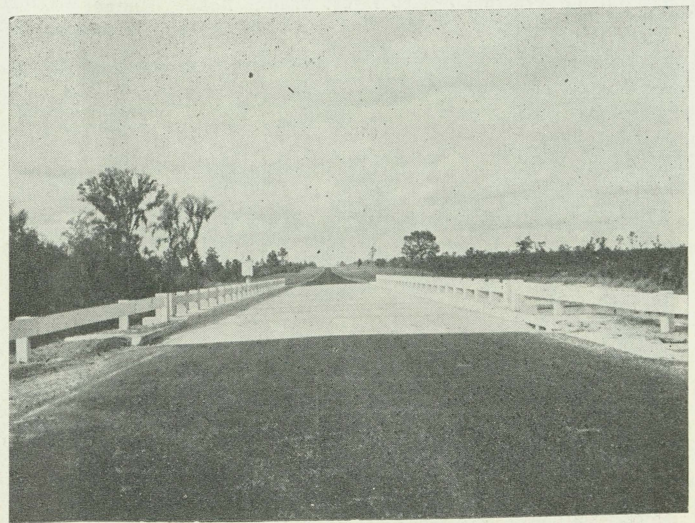


U. S. 27 serves as a direct line of travel from Mackinaw City, Michigan, near the Canadian border, to Tallahassee, which is almost due south. Strung along this line are the cities

(Continued on Page 22)



Improvements being made to U. S. 27 (Fla. 25). Job 1120-203 between Polk County line and Clermont covering 14.7 miles begun December, 1947 and progressing rapidly. Contract cost \$568,000.



New bridge on 15.5 mile section of U. S. 27 between Lake Placid and Sebring. Job completed in October, 1947 at a contract amount of \$809,616.

Florida-Georgia Tractor Co. Gets New International TD-24 Tractor

Now in production is a complete line of cable-controlled tractor equipment—including Bullgrader, Bulldozer, Scraper, and Ripper—especially designed by Bucyrus-Erie Company, South Milwaukee, Wisconsin, for the new International TD-24 crawler tractor. Engineered to move more dirt per horsepower, these TD-24 attachments have been tested and fully proved in the field.

The construction of every one of the machines is balanced to make the most of TD-24 power with minimum stress on tractor or attachment. High-test steel castings, poured in Bucyrus-Erie's own foundry and tested in its metallurgical laboratory, are used in combination with weldments. Cable and sheaves are protected by steel guards. Cable reeving is uncomplicated, and sheaves are large, mounted on roller bearings, and placed well out of the way of dirt. All parts are easily accessible for servicing.

Full visibility is one of the most important features of the Bullgrader and Bulldozer. With compact radiator guard and sheave support set close to the sides of the tractor and the upper bar close to the engine hood, the operator can see everything that the blade is doing. This results in greater speed and more accurate control, the manufacturer states.

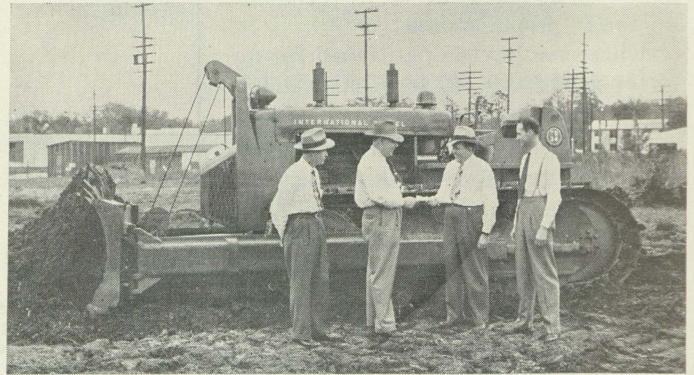
The new scraper, called the B-250, has a struck capacity of 22 cubic yards. Low center of gravity makes for speed and stability in field operation. Differential bowl and apron reeving keeps rope pulls low while giving maximum power at the start of the positive rolling ejection dump. The scraper's apron can easily be converted from the conventional solid type to a hinged type for fast ejection of even the stickiest materials. Other B-250 features are: exclusive double-curve cutting edge which "boils" dirt upward into the apron and bowl with minimum compacting; front-mounted hoist tackle and widespread rear wheels for maximum stability.

Shown on this picture is the Florida-Georgia Tractor Company sales organization present for the TD-24 Sales School, left to right: Standing: H. J. Midgette, Miami; Jake Webster, West Palm Beach; Bill Dempsey, Jacksonville; Ted Heath, Valdosta, Ga.; O. C. Johnston, Miami; H. F. Mason, Lakeland; D. J. Jones, Jacksonville; Hugh Hill, Savannah, Ga.; Morris McClelland, Tampa; Sam Harvey, Jacksonville; Major Jones, Jacksonville; Walter Mendenhall, Savannah, Ga.; Roy Chipley, Gainesville, Fla.; Finley Mason, Orlando; Standing on Tractor: left to right: Walter Baker, Tampa; Walter Jewett, Bradenton, Fla.; Red Tilley, Lakeland; Kenneth Hallicy, Field Service, Jacksonville; Swain Liner, Shop Foreman, Tallahassee, Florida.

The Bucyrus-Erie Heavy Duty Ripper, Model CR-4, is ideal for breaking up tough-digging, hard-loading materials. It has detachable alloy steel standards, angled for natural digging suction. V-shaped rear end and proper spacing of standards allow ample clearance for up-rooted materials.

Power for the new TD-24 tractor equipment is controlled by either a front-mounted or rear-mounted power control winch. The front-mounted winch, designed especially for the TD-24, is a single drum unit for Bullgrader or Bulldozer control. The rear-mounted winch is double drum and can be used with Bullgrader, Bulldozer, Scraper, Ripper, or other attachments. Both winches have planetary drive which eliminates the need for frequent adjustments.

Detailed information on this new line of tractor equipment can be obtained from any International Harvester Industrial distributor or by writing Bucyrus-Erie Company, South Milwaukee, Wisconsin.



This pictures shown John L. Moore, Branch Manager, International Harvester Company, Jacksonville, Florida, delivering the new TD-24 to Sam L. Harvey, Vice-President - General Manager of the Northern Division of Florida-Georgia Tractor Company, Industrial International Distributors. Looking on left to right is: H. F. Mason, Secretary and Treasurer, Florida-Georgia Tractor Company, D. J. Jones, General Sales Manager, Florida-Georgia Tractor Company.



The Spessard Holland Bridge

A. WADE BLAKE

(Pictures by the author)

At the monthly meeting of the State Road Department, in Tallahassee, on May 10, 1948, the board members present adopted the following resolution:

BE IT RESOLVED, That, in recognition of the untiring, unselfish public service rendered by Florida's United States Senator Spessard L. Holland, the bridge on Road 60 across Peace River, east of Bartow in Polk County, be and it is hereby designated the "SPESSARD HOLLAND BRIDGE", and that appropriate bronze plates be placed at the end of said bridge stating said designation.

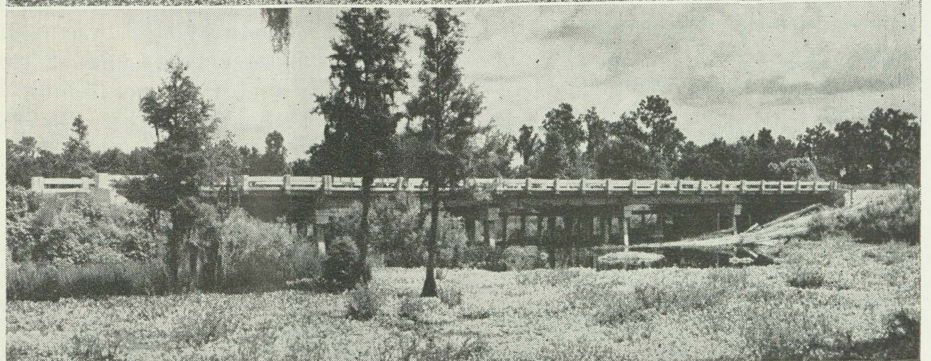
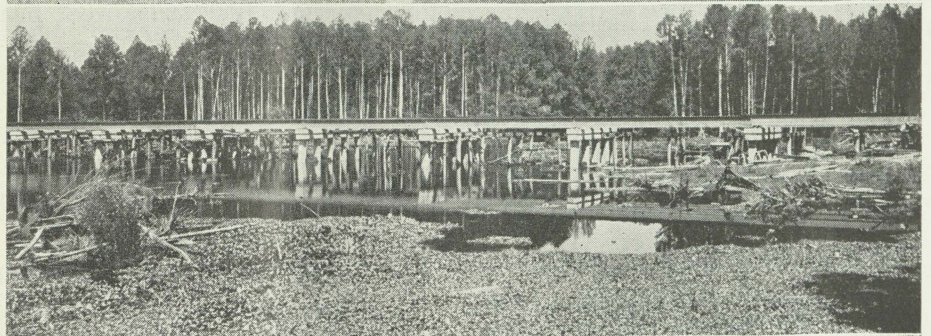
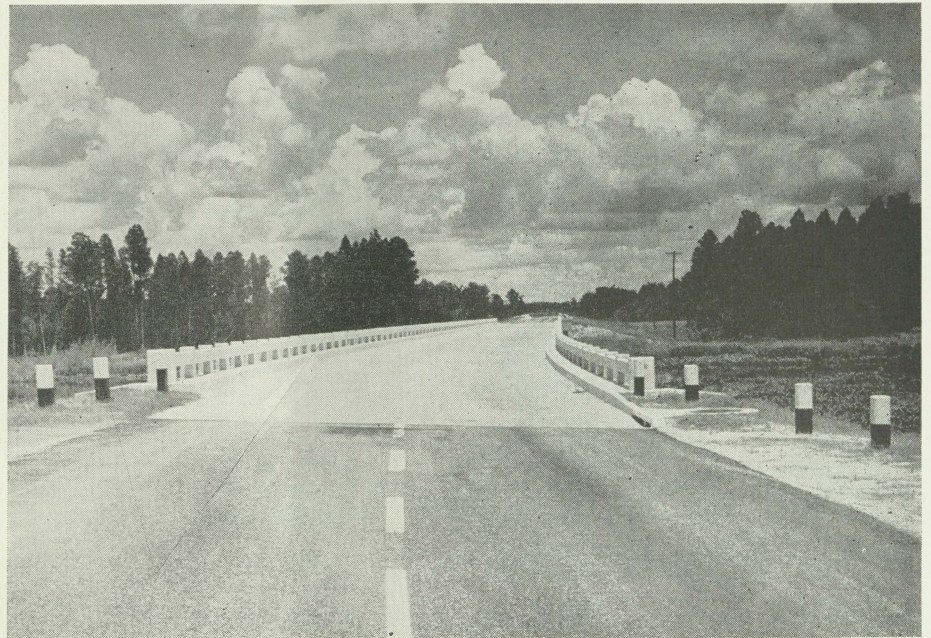
* * *

The people of Bartow are very proud of Senator Holland, and justly so, for his public service has been nationally recognized; not only as Florida's United Senator but also as Florida's wartime Governor.

The construction project under which this bridge and approaches were built was designated as State Job No. 1611-106. It begins at a point approximately 700 feet west of the east city limits of Bartow and extends for a distance of 1.15 miles east towards the City of Lake Wales. It is relatively short in comparison with many of our State projects, but is important as a link on a major cross state road and as a principal east approach to the City of Bartow.

This project, consisting of a 580 foot main bridge, a 200 foot relief bridge and about one mile of roadway approaches was begun on May 8, 1946. A 10' x 6' concrete box culvert was constructed at Station 1900/00 and some clearing and grubbing performed before the project had to be suspended on July 23 because of structural steel shortage. With the initial delivery of structural steel on December 17, work was resumed and continued until the project was completed on January 3, 1948.

The Spessard Holland Bridge consists of eleven 40-foot spans and four 35-foot spans, constructed of concrete slabs on steel I-beams and concrete-jacketed steel H-pile bents with con-



Top: Looking east at the completed 580 foot Spessard Holland Bridge over Peace River on Road 60, east of Bartow. Center: Side view of bridge during construction. Bottom: Completed 200' relief bridge. All on Job 1611-106, Road 60, in Polk County.

crete caps, affording a 26 foot roadway and with a loading design of H-20. The 200 foot relief bridge was of similar construction.

The approaches to the bridge were constructed on a 6" Ocala lime rock base with a bituminous retread surface and mineral seal coat. The west 800 foot approach is a 42 foot wide municipal type featuring curb and

gutter, and a new storm sewer system which changes into a highway type with the width tapering to 26 feet as it reaches the bridge.

The old road and bridges were obsolete, dangerous and entirely inadequate for the increased loads and traffic demands for so important a highway. The old road was only 20 feet in width and the bridges a scant 17

feet. The passing of passenger vehicles was extremely hazardous and the passing of trucks almost impossible. The road was unusually rough, poor in alignment and too low in elevation. During periods of high water the road was often inundated, making travel extremely dangerous, if not impossible.

In removing the old road, it was found that three distinct roads of old type construction were built in prior years, one on top of another. The fill was protected by an old style curb and gutter section with spillways placed approximately every 100 feet. A sheet asphalt wearing surface constructed on a base of Bartow clay constituted the pavement, which had broken through in many places and was subject to constant maintenance.

JOB STATISTICS

Clearing and Grubbing:

The initial clearing and grubbing operation started on May 8, 1946, and involved a quantity of approximately 35 acres. The large bridge, which is located across the Peace River Swamp, made necessary the removal of many large trees and much underbrush and foliage to provide sufficient opening for the waterway.

Removal of Existing Structures:

Traffic used the old facility during construction. The old structures were removed after it was possible to turn traffic over the new construction. This operation began on October 7, 1947, and was completed November 25. The old roadbed was also removed and the excavated material utilized

in the construction of the side slopes of the new embankment.

Regular Excavation:

Approximately 40,000 cubic yards of excavation were involved in the construction of the approaches. Grading operations began on June 4, 1946, and were completed May 11, 1948. They were not continuous, however, during this period of time.

Base and Surface:

Base laying operations began July 31, 1947, and were completed on December 8, of the same year. This item consisted of constructing 15,839 square yards of six inch thick Ocala rock base which, after proper shaping and curing, was primed by applying 3,138 gallons of RT-2 tar prime. A bituminous retread wearing surface with mineral seal was then applied.

Municipal Features:

Sidewalks on either side of the municipal section involved laying 6,790 square feet of 4" thick concrete and 1,460 lineal feet of standard 2 foot curb and gutter, with 15 drop inlets of varying depth connected to the storm sewer.

Bridge Statistics:

Steel H-piling (10" HP 42#) were driven and concrete pile jackets constructed. The 3,150 lineal feet of piling used required approximately 90 cubic yards of class A concrete for the pile jackets. A total of 384,000 pounds of structural steel was used in the superstructure and 2,520 pounds in the substructure. Reinforcing steel in the amount of 145,786 pounds were used in the caps, slabs, handrails and miscellaneous construc-

tion. Nearly 900 cubic yards of class A concrete was used in the superstructure, handrails, culvert and headwalls. Over one quarter of a mile of handrail was constructed on the two bridges.

A total of 51,000 square yards of shoulders and backslopes on the approaches were sprigged.

Contractor:

The contractor for this project was the Ryan Construction Company of Tampa, Florida, who built the bridges and concrete box culvert. The municipal section, consisting of curb and gutter, sidewalks, storm sewer system and paving, together with the highway section and approaches were constructed by the Brinson Construction Company of Tampa, Florida. The bituminous retread surface was laid by the MacAsphalt Corporation of Lakeland, Florida.

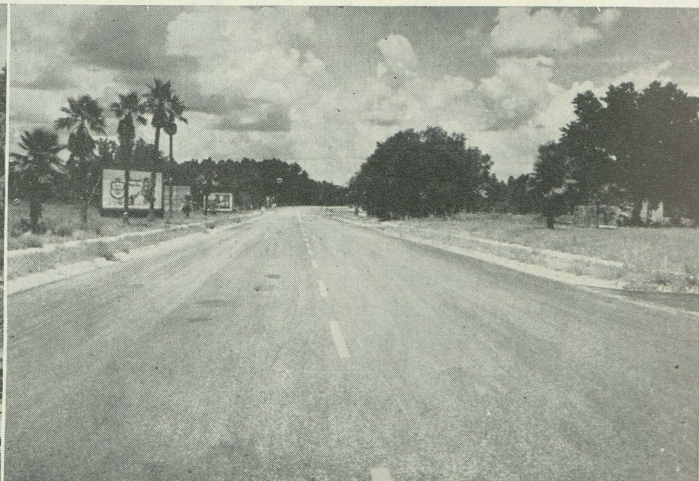
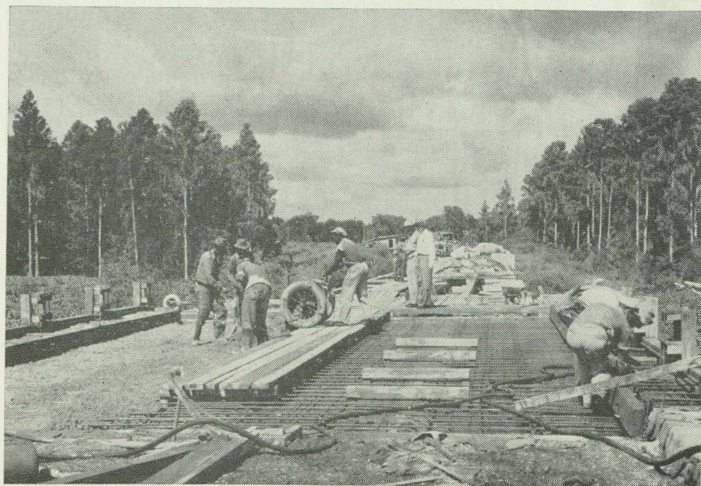
The contract was started May 8, 1946, but due to delays in the securing of materials, principally structural steel, it was not completed until January 3, 1948.

The amount of the contract was \$197,354.58.

Personnel:

Because of the several shutdowns while the contractor was in operation, different Project Engineers for the State Road Department were in charge of this project at different periods. The job was originally started by L. O. Hester, who was replaced by H. E. Lewis. Lewis was replaced by C. W. Fielding, who was eventually followed by C. M. Sutton, the engineer in charge when the project was

(Continued on Page 20)



Left: Construction view on Spessard Holland Bridge showing slab forms in place, reinforcing steel placed and concrete being poured. C. M. Sutton, Project Engineer in charge, shown in center with white shirt. Right: Looking northeast at the beginning of the municipal type approach to Spessard Holland Bridge.

NATIONAL ASSOCIATION OF COUNTY OFFICIALS MEET IN JACKSONVILLE

By
HERBERT BAYER

Joe F. Hammond, veteran member of the Duval Board of County Commissioners, was unanimously elected president of the National Association of County Officials, at the twelfth annual convention of the association in Jacksonville in June.

Hammond's elevation to the presidency, after having served as first vice president, was a fine tribute to one of the best known county officials in the United States. He has been a member of the Duval Board of County Commissioners longer than any of his contemporaries. He has been an outstanding member of the association for years.

The 1949 convention will be held at Oakland, Calif.

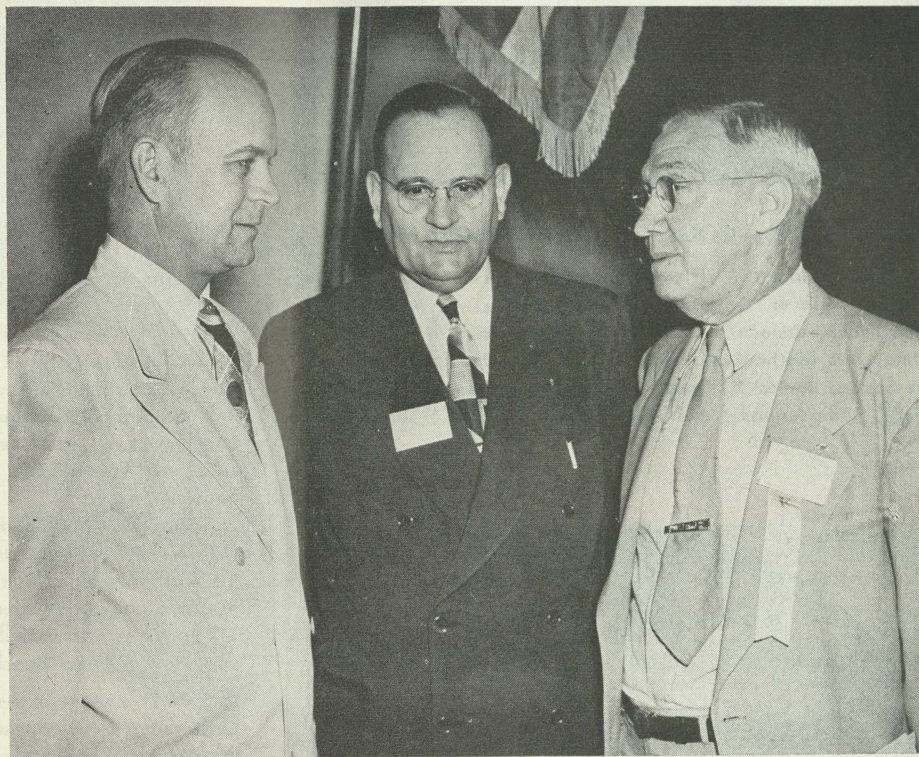
Other officers elected were Stanley Martin, National Park, N. J., first vice president; Dan Z. Haddick, Moline, Ill., second vice president, and George F. Simmons, Ogden, Utah, secretary and treasurer.

C. Claiborne Blanton of Selma, Ala., was re-elected president of the board of directors.

State Sen. John E. Mathews of Jacksonville, was the principal speaker at the annual banquet. Harold Colee, executive vice president of the Florida State Chamber of Commerce, was toastmaster.

The final business session varied from the usual convention procedure of adopting routine resolutions, and the crowded assembly hall exploded in denunciation of regimentation and Communist-inspired invasions of local governmental prerogatives.

Members shouted down a proposal that the association go on record as urging Congressional adoption of pending legislation extending Federal financial assistance to public schools, and they tabled another resolution which would have indicated the association's support of Congressional action to broaden the present Social Security coverage to include all employees and self-employed workers.



State Comptroller Clarence M. Gay (left), who welcomed the delegates to the annual convention of the National Association of County Officials in Jacksonville; George W. Morgan (center), of Salt Lake City, Utah, immediate past president of the association, and Joe F. Hammond, a member of the Duval Board of County Commissioners, and new president of the association.

They did approve, however, a resolution calling upon changes in the present Federal tax laws which would rebate to the contributing states all funds derived from gasoline taxes, for use in road construction, and another placing the association on record as decrying further centralization of government and a corresponding "weakening of local government, the Nation's safe repository of power."

A series of sessions, two sponsored by the League of Virginia Counties and delegates from Utah and the third an association session which was addressed by Keith L. Seegmiller, Washington representative of the association, received reports from Seegmiller upon the progress of legislation sponsored by or of interest to the association members.

Five open forums which began on the opening day of the convention included panels devoted to roads and

highways, public welfare and social security, public safety and Federal aid for public works.

Principal speakers at the forums included B. P. McWhorter, division engineer, Public Roads Administration, Washington, D. C., and A. C. Leonard, chief, secondary roads division, Public Roads Administration, Washington; Fred R. White, chief engineer, Iowa State Highway Commission; Van A. James, a member of the PRA board of consultants, Axial, Colo., and many others.

During the annual banquet all former presidents of the association were presented honorary life memberships in token of their service.

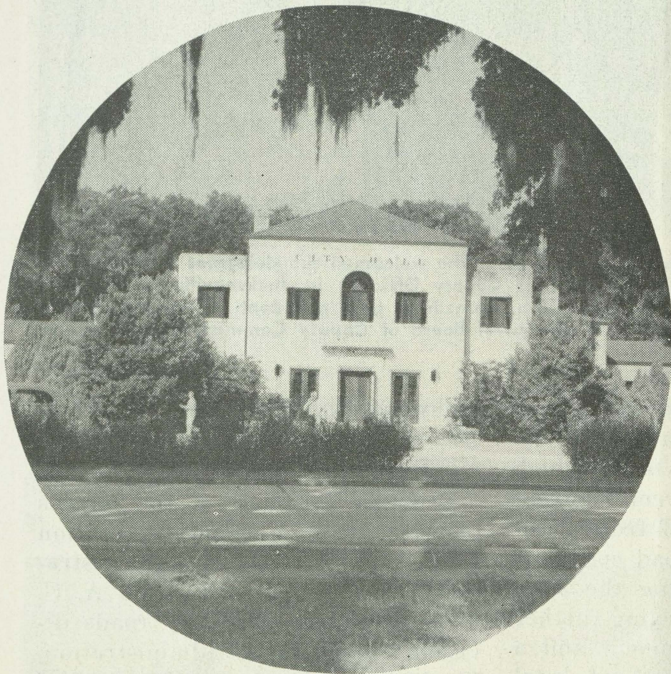
Senator Mathews, performing the double duty of representing Gov. Millard F. Caldwell of Florida, and Fuller Warren, Democratic gubernatorial nominee, welcomed the several

(Continued on Page 18)



VOLUSIA COUNTY COMMISSIONERS

These men conduct the efficient administration of Volusia County. Seated are John H. Graham, chairman, District 3; W. R. Stigler, District 2 commissioner; Elmer H. Blank, District 4 commissioner; standing, Jess Mathas, clerk and auditor; Charles Luther, attorney; Harris Saxon; James V. Doyle, purchasing agent; George C. Beck, District 5 commissioner; and M. H. Ryan, District 1 commissioner.



NEW SMYRNA BEACH
City Hall and Public Library

DAYTONA BEACH
Boardwalk and Bandshell



Visit

VOLUSIA COUNTY

Another Outstanding Florida Playground

Florida-Georgia Tractor Company, headquarters for fine construction and industrial machinery, believes in the progressive counties of Florida. This month, this page is dedicated to Volusia County.

VOLUSIA COUNTY is located in Central Florida in the narrowest part of the Florida peninsula and so enjoys a glorious climate, benefiting from the trade wind breezes of the ocean and gulf. It is bounded on the west by the St. Johns River and on the east by the Atlantic Ocean. It has an area of thirty-five by fifty-five miles and contains 718,720 acres of land. According to the 1945 State census it has a population of 58,492.

Citrus fruits, decorative ferns, dairy and beef products, poultry, vegetables, bulbs, honey and forest products are the principal agricultural products produced. Two main highways are the direct routes of traffic north and south. The Atlantic Coast Line Railroad and the Florida East Coast Railway offer convenient rail schedules. Water transportation is available via the St. Johns River and the Florida East Coast Canal. Air transportation is available at modern airports.

Volusia County is advantageously situated for both fresh and salt water fishing. The St. Johns River, near DeLand, is one of the finest bass streams in North America. Along the seacoast is an abundance of sea fish of any one of a number of species, which can be caught by rod and reel.

The three principal cities are DeLand, the County Seat; Daytona Beach and New Smyrna Beach, all popular tourist resorts.

DELAND, known as the "Athens of Florida" is the home of John B. Stetson University, a co-educational institution of higher learning, with a distinguished faculty and a student body of over 2,000. One of DeLand's outstanding qualities is its hospitality; it is a city built on a foundation of sound fundamental values in good living.

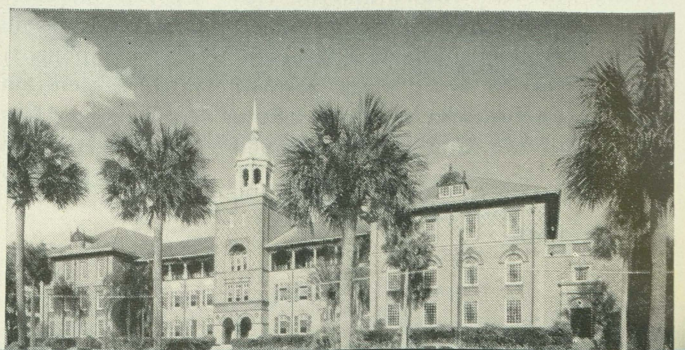
DAYTONA BEACH, site of the "World's Most Famous Beach," is one of the most colorful resort areas on the East Coast. It is a modern city of 30,000 with an influx of thousands of tourists and vacationists, both winter and summer. A modern amusement center is on the Boardwalk, which runs along the beach for nearly half a mile.

NEW SMYRNA BEACH, the second oldest city in the United States, is located in the Southeastern section of Volusia County. Here is the beginning of the famous Indian River Citrus fruit belt, which follows that river down the East Coast. The fishing grounds off New Smyrna Beach abound with game fish, including tarpon, seabass, trout, red snapper, king fish, red fish, blue fish and many other species.

Yes, Volusia is an outstanding county. Florida-Georgia Tractor Company, with locations in Jacksonville, Tallahassee, Orlando, Lakeland, Tampa, Miami, Savannah and Waycross, affords outstanding service in the field of construction and industrial equipment.

DeLAND

John B. Stetson University Administration Building

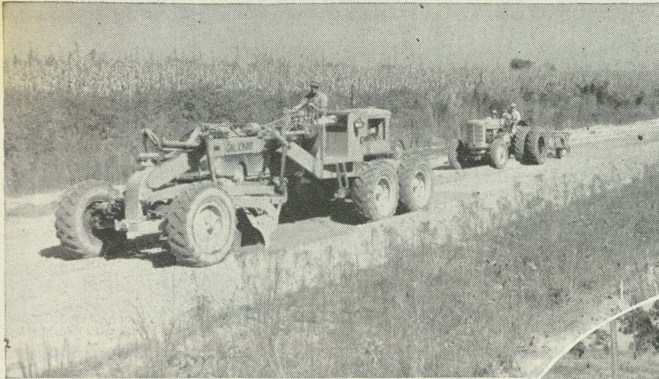


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Enterprising Contractors

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Equals
Success on Any Construction Job



Galion 102 Grader and International ID-6 on a road job.



International Crawler with dozer attachment breaking ground for a new road bed.

Euclid Bottom Dump Trucks being loaded by Model 80-D Northwest Shovel.



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Whether you operate in Volusia County, Florida, or any other section of southeastern Georgia and

the State of Florida, good equipment makes your team a winner. Here's a partial list of the many lines we carry **INTERNATIONAL** Crawler Tractors, Industrial Wheel Tractors and Diesel Engines; **BUCYRUS-ERIE** Dozers and Scrapers; **GALION** Graders and Rollers; **EUCLID** Hauling Equipment; **NORTHWEST** Shovels, Cranes and Draglines.

EQUIPMENT, CONTRACTOR'S SUPPLIES, REPLACEMENT PARTS, REPAIRS AND REBUILDING

"International Diesel Power"

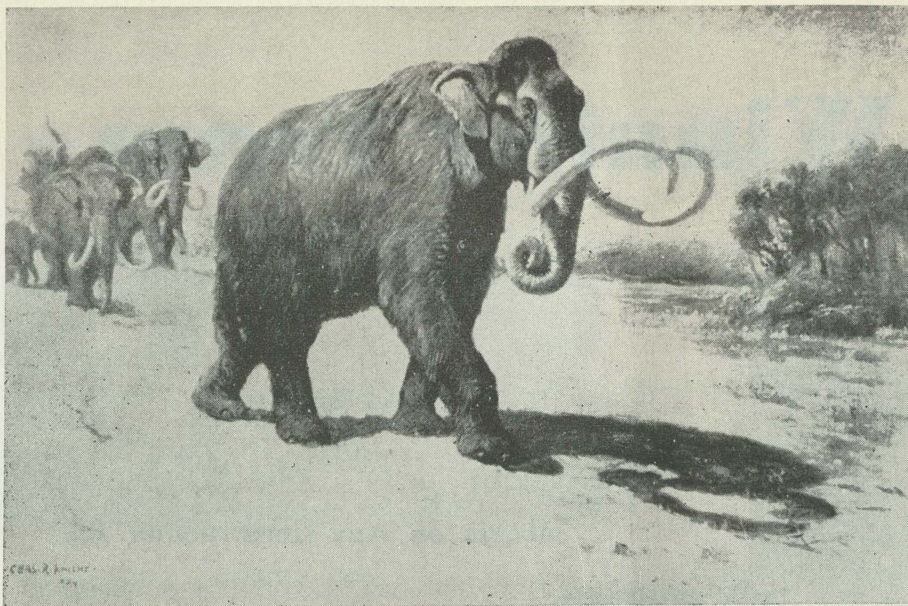
FLORIDA-GEORGIA TRACTOR COMPANY

SAVANNAH
WAYCROSS

JACKSONVILLE
TALLAHASSEE

ORLANDO
LAKELAND

TAMPA
MIAMI



Here is a reconstruction of the imperial mammoth, borrowed from the Florida Geological Survey, which says that the now-extinct monster was once plentiful in this state. His bones are unearthed frequently in the mining of Florida's phosphate deposits.



Indications are that a form of primitive man lived in the age when the bones of the mastodon and three-toed horse were contributing to Florida's rich phosphate deposits, says Florida's Geologist Herman Gunter. Pictured above are two such prehistoric hunters plotting an attack upon an unsuspecting mammoth.

Pre-Historic Cemetery Helps to Feed the World

By RUFÉ DAUGHTREY

LAKELAND, Fla.—The bulk of the phosphate that is the basic ingredient of fertilizer comes from a small area in Central Florida.

Why? Because that small area is a veritable graveyard for the bones of prehistoric animals.

So unbelievably vast are these deposits of bone that geologists and phosphate men agree mining can continue for another 100 years at the present rate.

And that present rate is this: Last year Florida mined five and one-half million tons or 75 per cent of all the phosphate produced in the United States!

Whence came the bones to make these millions of tons of phosphate?

They are fossilized bones and geologists reconstruct the story something like this:

Once upon a time in the misty dawn of history, Florida's Polk county (center of the phosphate area) was a shallow sea wherein romped the shark, the whale and the manatee.

The shores of this shallow sea quivered beneath the tread of the rumbling mastodon; saber-toothed tigers stalked its jungle fringes and the three-toed horse grazed on the highland plains.

Says E. T. Casler of the International Minerals and Chemical Corporation:

And here is the saber-tooth tiger, another extinct beast of prey which the Florida Geological Survey says once inhabited the state in great numbers. His bones, too, are common finds in phosphate deposits.

"Streams and rivers brought the phosphates in solution into this shallow sea."

He adds that:

"In our deposits we find phosphatized bones of such land life as the mastodon, saber-toothed tiger and the three-toed horse; and such sea life as sharks, whales and manatees."

Herman Gunter, state geologist, adds that there are indications of a primeval man living in this area who may have "disputed the ground with the mammoths, mastodons and other great beasts of this glacial epoch."

All this went on for thousands of years—during which time a lot of animals lived and died.

"The richness of animal life of Florida at this time was extraordinary. It can only be compared with that of the big game region of Africa."

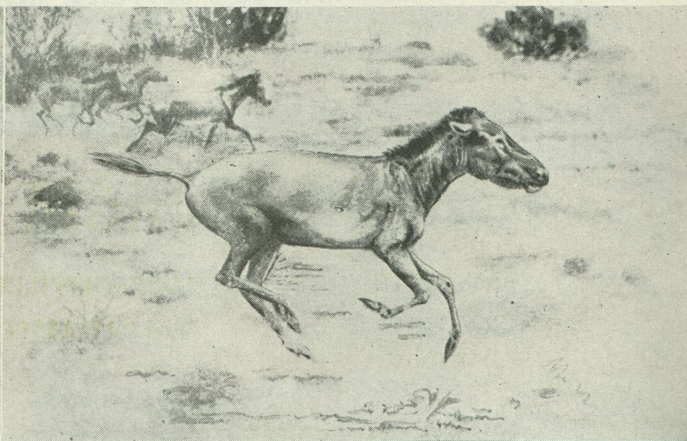
Those old bones lay there a long time before man discovered them. It was in 1888 that a group of pioneer Florida explorers with some engineering knowledge discovered the phosphate deposits.

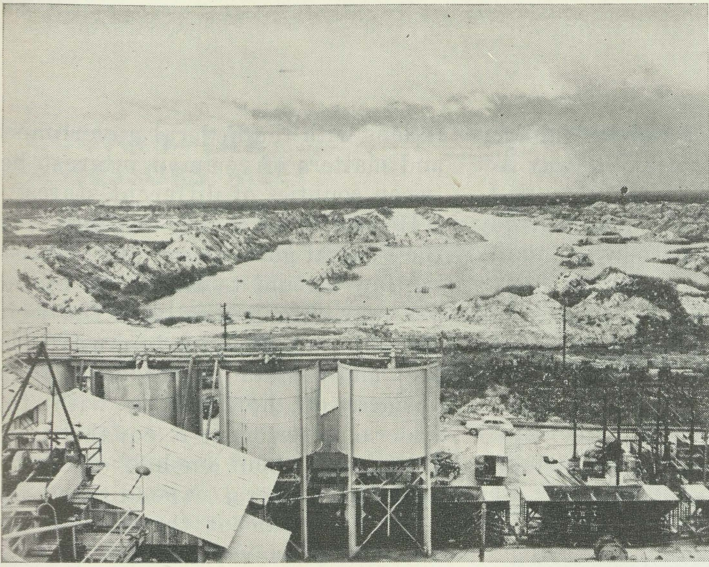
First phosphate was mined by negroes with shovels and mules with scrapers. Now the industry hires 4,000 employes, had a payroll of 13 million dollars last year, does its mining with giant draglines and ships out phosphate by the trainload.

And, incidentally, Florida's phosphate sales last year grossed 21 million dollars.

Although phosphate is chiefly used as fertilizer, it has

No plodding Dobbin, this fellow, but a three-toed horse, as reconstructed from fossilized bones found in Florida phosphate.





And here, ages later, is how modern man is mining phosphate in middle Florida which last year produced 75 per cent of the phosphate mined in the United States—phosphate that made the basis of fertilizer for America's crops; a billion dollar industry which last year grossed 21 million dollars and can continue—experts agree—for another 100 years at the present rate of mining. Shown above are the far-flung fields from which the phosphate is dug from open pits by dragline; in the foreground are plants which separate the phosphate from other matter.

some interesting by-products—and possibilities for development of some big sideline businesses.

Says Allen T. Cole, executive with the Davison Chemical Corporation:

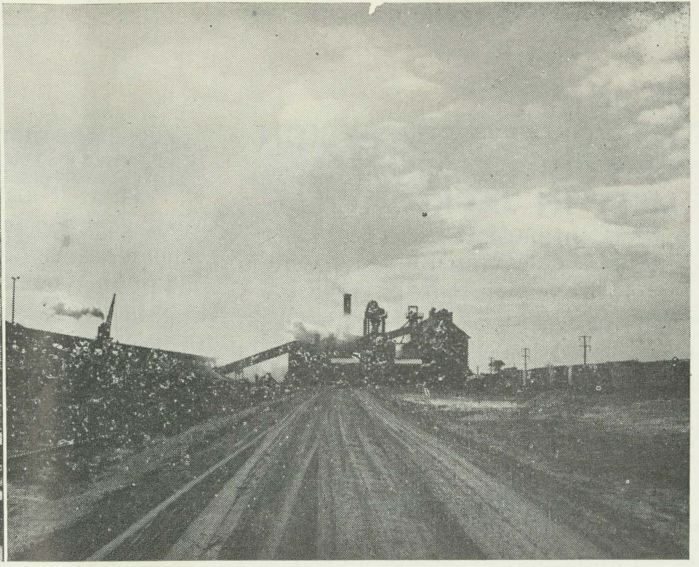
"Sand separated from phosphate is pumped out in piles which we at present refer to as waste. However, this sand has been thoroughly washed and can be used in plaster, cement blocks and concrete.

"With a little additional processing it would be excellent for the manufacture of glass. If we should be so fortunate as to discover a commercial oil field in Florida, we would then have a cheap source of heat and power which would undoubtedly lead to the establishment of plants for the manufacture of glass containers."

"There is also the possibility of a pottery industry arising from phosphate by-products now going to waste, Cole says.

"Researchers have found that our waste clay imparts a very valuable quality to the pottery mix," says Cole.

Recently a move has been started to reclaim these worked-over fields. Show below is an experimental operation now underway in the fields of the Davison Chemical Corporation just south of Lakeland. The hills are being leveled by bulldozers, and seedling pines are being planted. (If you look closely, you may be able to see the sprigs that are new-planted pines.) The idea is that the fields will some day be lovely tree-shaded glades dotted with fish-filled small lakes. W. H. Gabeler, general manager for the Davison Corporation, has suggested that the miles of mined-out lands, when reclaimed, would make an ideal state park.



Above is a part of the big phosphate-processing plants—the dryer. Giant furnaces are housed in these sheds for drying the water out of phosphate so that it will be lighter for shipment.

Probably the most important by-product is fluorine gas, says Cole, which is used for many things—such as leather tanning and the manufacture of aviation gasoline.

Possibility of developing a state park in worked-over mine fields (miles of pits and hillocks) is suggested by W. H. Gabeler, manager of the Davison Chemical Corporation.

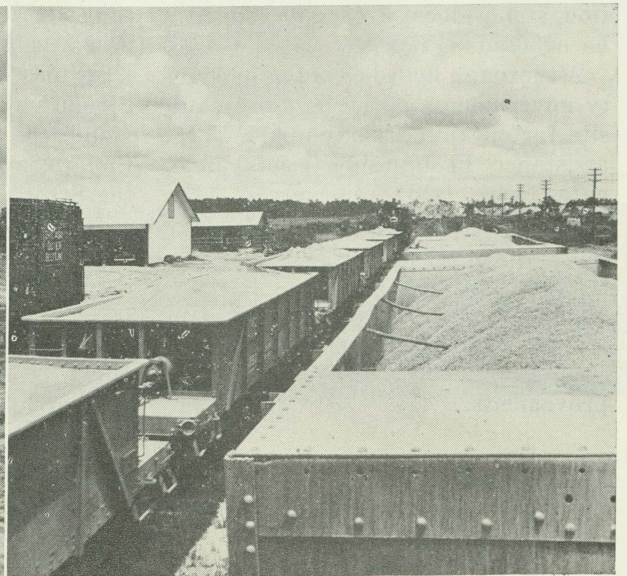
Gabeler visualizes a state park replete with fishing grounds and picnic facilities.

The Davison firm has already launched an experimental project of reclaiming and beautifying worked-over phosphate lands, a project now underway in old mine fields just south of Lakeland.

The hillocks are being levelled with a bulldozer and seedling pines are being planted. The mounds of earth are being pushed back into the pits in the levelling process. The result will be level, shady glades dotted with small lakes.

The Lakeland Chamber of Commerce last year sponsored a bill in the state legislature that would require the phosphate companies to fill the pits. The bill was withdrawn when mine managers agreed to experiment with reclaiming the worked-over lands.

Here is processed phosphate loaded into railway gondola cars for shipment to fertilizer factories all over the United States—and to foreign lands. Shipment is never less than in train-load lots.



NATIONAL ASSOCIATION OF COUNTY OFFICERS MEET IN JACKSONVILLE

(Continued from Page 13)

hundred delegates to the banquet, before he launched in his speech.

He stressed that most county problems could be solved with adequate finances, but pointed to "an encroachment of State and Federal governments into the tax resources of the counties and municipalities" as a chief hinderance to achieving that solution.

"Public improvements involve the expenditure of large sums of money, and you officials who are closest to the people and to their needs should direct that expenditure," Senator Mathews declared. "But the Federal and State governments have so extended their taxing powers that there is little left for the local governments to tax."

Calling for the return of the right of taxation to local governments, rather than greater allocation of Federal or State funds to counties or municipalities, Senator Mathews cautioned that "there are strings tied to every gift. The more money allocated us for roads, for public health, for old age assistance and welfare, for public schools, the more the Federal or State government demands to tell us how to spend that money, where to spend it, and who to spend it on."

He advocated the reaffirmation of grass-roots democracy by the county officials of the Nation, coupled with a new determination to be "politicians in the real sense of the word."

"Let us resolve now that we will know only one 'ism' and that is Americanism; that we will preserve, undefiled and undiminished, the principles of government which have made our country great; and among those principles is the very foundation stone—local self government," he concluded.

A thorough house-cleaning in county governments is the best prerequisite for obtaining maximum Federal assistance in building roads, delegates were told. Widespread complaints from delegates that county units were having difficulty in obtaining Federal allotments for secondary roads brought a number of recommendations that efficiency standards in the counties needed improvements.

The discussion followed explanation of the Federal Aid Highway Act of 1944, as it affects counties. H. L. Way, county surveyor and highway commissioner, San Bernardino, Calif., one of those who advised "a house-cleaning", said city, county, state and Federal governments must cooperate to produce an integrated highway system.

"As we improve our own county methods of operation, we can expect better cooperation from the other governmental departments", he said.

Development of county government in Virginia, beginning with its English origins and extending through to present forms, was presented by Dr. Raymond B. Pinchbeck, dean of the college, University of Richmond.

Discussing the county manager and county executive types of government existing in three Virginia counties, he described them as yielding "a large degree of county home rule, substantial economies in operation, more efficient county services to the people, and democratically responsible and responsive government."

Dr. Pinchbeck has had eight years' intimate experience with the county manager system in Henrico County, and expressed the hope that other Virginia counties would follow the example of those now using the manager and executive forms of government.

A lot of pleasure was mixed with the business sessions of the convention. There were parties, luncheons and sightseeing trips in the Jacksonville area for the ladies, and all was climaxed with a 700-mile tour of Florida, plus a visit by many of the delegates to Cuba.

George W. Morgan, Salt Lake City, retiring president of the association, said the convention was one of the best "we have ever had", and in a large measure, he said, "we owe it to our new president, Joe F. Hammond, the county officials of Duval County, and the county officials in the State's other 66 counties."

Hammond, the new president, said the association is a nation-wide organization having members in each of the 48 states. Its membership is open to any county officer. Its purpose is to serve county interests on the national level which includes re-

lations with the Federal government and matters of common interest between counties of different states.

He said direct county dealings with the Federal government under existing law amount to almost \$1 billion per year. This is mostly in the field of public welfare and highway, airport and hospital construction. This business of the counties with the Federal government is equal in dollar value to about one-half of the total of all general expenditures for county government throughout the United States.

He said the association is also leading a move to relieve the strain on local budgets resulting from exemption from taxation of the vast land holdings of the Federal government. The Federal government now owns almost one-fourth of the total area of the United States.

Hammond emphasized that in Florida, seven percent of the land is federally owned; in some states Federal ownership is more than 70 percent. "Our purpose in this respect is two-fold," he said, "first, to have payments in lieu of taxes made by the Federal government, and secondly, to restrict Federal ownership of land to the amount actually required for performance of the legitimate functions of the Federal government. [The present holdings greatly exceed that amount. This problem was greatly aggravated by the government's vast new acquisitions of land during World War II. Unless something is done to prevent it, emergency powers may again be used excessively to acquire more land than the government needs.]

About 1500 people from all parts of the nation attended the convention.

Looking for new wallpaper? Then, remember, that most colorful modern patterns could not be used without materials to put them on, and most of these materials are made from wood-pulp. Insure a supply for your future home by preventing forest fires.

Pine trees and other evergreens lose a crop of leaves each year, just as broadleaf trees do. But their needles drop gradually, leaving others still covering the branches, rather than all at once like those that become barren.

Slash pine seedlings today are the home building material of tomorrow.

COUNTY TAX ASSESSORS MEET

Florida's tax assessors, meeting in Jacksonville in June, pointed with alarm to rising tax rates, declared they were outstripping advancing property valuations, and generally agreed that a legislative ceiling should be established on tax millages throughout the State.

The assessors went to Jacksonville for an executive session, called primarily to select a site and name the dates for their next annual convention. They voted to meet in St. Petersburg on October 18 and 19.

The tax keynote of the meeting was sounded by J. N. Lummus, Jr., veteran Dade County assessor, who told his colleagues that in his opinion rising taxes "are threatening to affect most adversely the economy of local government."

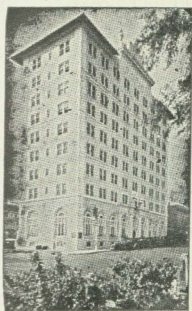
Lummus was joined by James M. Owens Jr., of Palm Beach County, William S. Sparkman of Hillsborough County, and Leon E. Forbes of Duval County, in calling for a halt to the present trend of ever-increasing tax millages.

They reviewed Florida's tax history since all valuations were placed on a 100 percent basis during the Holland administration under the theory that all tax millages then would be reduced by 50 percent.

"Instead," Forbes said, "since that equalization of valuations and millages, millage levies have increased tremendously and are almost back at the figure they were before we increased assessments by 50 percent.

"If a ceiling were placed on millages," Forbes continued, "the normal increase in valuation, year by

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year, would result in the production of more tax funds. In Duval County, our assessed non-exempt values increased \$10,000,000 last year. That normal increase would have provided an extra \$250,000 in taxes with no increase in millage."

The assessors said they have no voice in fixing rates, and are charged only with determining a fair value of the property within their counties.

During the one-day meeting a special committee was named to study and make any necessary recommendations covering the commissions paid assessors for their work in valuing special drainage district lands.

The assessors now receive only one-half the fee for this work as is paid them for furnishing other assessments. Duval County does not have a drainage district and is not affected by the fees.

The special committee is composed of L. O. Hansen of Broward County; E. R. Pierce of St. Lucie County, and Dennis Small of Hendry County. Hansen is chairman of the committee.

Jim Burden of Orange County, president of the association, presided over the meeting. Other officers present were Joseph L. Dunne of

St. Johns County, first vice president; Ernest C. Nott of Marion County, second vice president, and Leon E. Forbes of Duval County, secretary.

**THE SPESSARD HOLLAND
BRIDGE**

(Continued from Page 12)

completed. The changes were made necessary by the demands for these men on other projects.

Benefits:

The new facility now makes possible the fast moving of traffic through this area, which is on a direct route from Tampa to Vero Beach. The new bridge and approaches are constructed on a grade which will eliminate the high water hazard.

The new road is wider; the riding qualities leave nothing to be desired; the alignment and sight distance at the crossing of the Seaboard Air Line Railroad has been greatly improved and the beauty and general overall appearance makes the east entrance to the City of Bartow one that is outstanding.

Yes Sir! The people of Bartow are very proud of SPESSARD HOLLAND BRIDGE.

Our natural resources furnish the basis for all our national wealth. If they are destroyed we shall have nothing.

The annual growth of most trees take place during the spring and summer months. During cold weather, they "sleep", breathing in just enough oxygen to maintain life.

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County Activities and Personalities

Joe F. Hammond, dean of the **Duval Board of County Commissioners**, is the new president of the National Association of County Officials. He was unanimously elected at the close of the final business session of the recent convention of that association in Jacksonville. Commissioner Hammond is serving his twenty-sixth year as a member of the Duval County Board and has served at least half of this time as chairman. He has also been active in affairs of the State Association of County Commissioners where he served as director for many years, as chairman of its most important committees and as president for two terms, 1944 and 1945.

Leon County's young and capable County Judge, **James C. Gwynn**, was elected head of the State Association of County Judges at the July conference held in Key West, Florida and Havana, Cuba.

Flagler County residents will stage a big celebration, tentatively set for August 12, with the opening of the new highway connecting Bunnell and Flagler Beach. Following a ribbon cutting ceremony in front of the court house at Bunnell, a motorcade will travel the new highway to the beach, where a barbecue will be held with state officials and city and county officers from surrounding cities and counties, in addition to the general public, in attendance. The big barbecue and entertainment will be free, it was stated. Spokesmen said, "it is the wish of the people of Flagler County to promote the affair to encourage a community spirit among ourselves and friendliness among our neighboring population."

The new highway replaces an old 9-foot-wide brick highway built back in 1916 that was "a wonderful road for vehicles of that day," but which has been all but impassable for a number of years. The new highway will mean much to the residents of Flagler County and to inland residents who go to Flagler Beach for recreation. It will offer, also, a loop drive from Daytona Beach and St. Augustine, and serve as a connection between U. S. Highway No. 1 at Bunnell and State Highway AIA at Flagler Beach.

The **Lake County** Chamber of Commerce has issued an interesting and attractive folder on the county as a whole. The folder includes definite information, including statistics, on each

of the twenty-eight communities in the county, showing population, industries, recreational attractions, schools, churches, municipal officials, total assessed valuation, bonded indebtedness, tax millage, utilities, etc. The featured article in this folder is entitled "Lake, America's Finest County."

Polk County Commissioners have voted to contribute \$4,000 to the county fish hatchery which was practically "depopulated" last year during the floods, when the fingerlings made the most of their opportunity and swam away to see more of the world and did not return. President **Floyd Snook** and vice president **James Hardin** of the Polk County Sportsmen's Club appeared before the commissioners and explained the situation. The commission for some years has annually voted funds to the fish hatchery, but usually the amount has been about \$2,000.

Monroe County Commissioners recently authorized and appropriated funds for the purchase of three pieces of fire fighting equipment for the Marathon, Matecumbe and Tavernier communities. The apparatus was purchased from the War Assets Administration.

Palm Beach County assistant aviation director, **Frank Sakser**, announced several days ago that Morrison field, big wartime Army Air Force development near West Palm Beach, officially has passed back into Palm Beach County's ownership. He said notification has been received that the War Assets Administration has granted the county's request for return of the field.

Palm Beach County. Lake Worth Drainage District Bonds have all been retired. The last \$51,000 worth of bonds redeemed were burned at a meeting of the land owners on July 14.

Pinellas County Commissioners have awarded a contract for the construction of a dam on Long Bayou, which is expected to supply a fresh water lake two square miles in area. The contract in amount of \$149,920 was awarded to the W. H. Armston Company of Dunedin. The lake resulting is expected to give considerable aid in controlling the ground water level of the area.

The **Sarasota County** Commission recently purchased an asphalt distribu-

tor and two 5,000 gallon asphalt tanks. The Florida Georgia Tractor Company was low bidder at \$4,750 for the distributor, and J. H. Woodall Company submitted low bid for the tanks.

Columbia and Suwannee Tobacco Sold. The unintelligible chant of the tobacco auctioneer was raised in Lake City and Live Oak on Thursday, July 22, as the first season's sales of North Florida's flue-cured tobacco got under way. This bright leaf tobacco, grown primarily in Suwannee and Columbia counties, and used for cogarettes, brought satisfying prices of 50¢, 60¢ and up to 69¢ a pound.

From 1923 through 1947 the production of flue-cured tobacco in Florida has increased from 200 acres averaging 660 pounds per acre to 22,000 acres averaging 1020 pounds per acre. The annual average price per pound rose from 22¢ in 1922 to 39¢ in 1947, with an all time high of 47.7¢ being registered in 1946.

Holmes County farm families, totaling 20 in number, attended the West Florida Farm and Home Institute at Camp Timpoochee on Choctawhatchee Bay in July. They were led by County Agent **Stuart Bell**, and Home Agent, **Miss Lorena Croom**.

Santa Rosa County 4-H Club boys and girls spent a week at Camp Timpoochee in July. The 99 young people attending were given useful instructions on phases of farm and home operation and in addition had a pleasant week of recreation and sport.

Collier County Commissioners on July 21 awarded a contract to **Campbell and Greer of Goulds, Florida**, for the construction of three miles of grade on SR 846 for the price of \$1,875.

Dunellon, according to Mayor **W. J. Mixon**, will revive the 35 year old street tax law on August first. Uninforced for many years, the law would require able bodied men between 18 and 45 to pay a street tax of \$3.00 a year or be subject to enforced work repairing streets for six days. Loss of municipal revenue through homestead exemptions is given as the explanation for resorting to the old law, which is expected to bring in an estimated \$1,000 a year.

U. S. HIGHWAY EXTENDED

(Continued from Page 9)

of Lansing, Mich., Ft. Wayne, Ind., Cincinnati, Ohio, Lexington, Ky., Chattanooga, Tenn., and Columbus, Ga., from which industrial and populous centers an ever increasing number of our tourists come.

Reference to the accompanying map of its location will show that the Florida extension of U. S. 27 serves the highly developed Ridge Section, the rich lake truck farming area and, with its mile trimming diagonal across the state, will provide an economic route for the mid-western tourists.

The permanent route will extend from Tallahassee to Miami by way of Capps, Perry, Mayo, High Springs, Williston, Ocala, Oklawaha, Leesburg, Minneola, West Frostproof, Lake Placid, Harrisburg, Moore Haven, Clewiston, South Bay, and Twenty-Mile Bend.

The U. S. route follows Fla. Highway 20 from Tallahassee to High Springs and Fla. 25 from High Springs to Miami. All of the east-west route to High Springs is in good shape, or speedily being put in good

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JACKSONVILLE, FLORIDA

FIVE COUNTIES TO GET ROADS FROM PLEDGE OF ANTICIPATED SURPLUS GAS TAX

On June 22 the State Improvement Commission accepted bids on \$1,830,000, of County Road Revenue (Surplus Gas Tax) bonds issued to raise highway development funds for Lee, Gulf, Wakulla, Calhoun and Flagler Counties.

For all of the counties except Lee, the interest rate bid was 3.2%, but the premium paid brings the net rate down to an average of 3.51%. For Lee County the gross interest rate was 3.25% (.05% higher than the others) but a larger premium brings the net rate to 3.093%.

Lee County bonds are dated January 1, 1948 and all the others March

condition, except the stretch between Perry and Mayo.

Because of the extent of improvement work being done on the highway section between Leesburg and Sebring (Fla. 25) a temporary route has been established and is being marked for use until the improvements on the permanent line are complete.

On Fla. 25, southerly leg of U. S. 27 extension, the Department has spent (through April) \$3,931,000 for construction and betterment since the war. Improvements completed to date include 37 miles constructed on new location, 73 miles reconstructed on old route, 21 miles resurfaced and 3 miles widened.

The old ridge road, whimsically termed the "Roller-Coaster" (see Fla. Highways for May, 1948) is rapidly giving way to a streamlined smooth-riding edition of the modern Florida highway. A 15½ mile stretch between Lake Placid and Sebring was completed in October, 1947 at a cost of \$810,000. Construction begun December, 1947 on another important 15 mile segment of this route between the Polk County line and Clermont is progressing speedily. See pictures.

The 1948 construction budget sets up an additional \$3,577,000 worth of improvements on the new U. S. 27 extension.

Since practically all motorists are inclined to rely on U. S. numbered routes when leaving the boundaries of their own states, the approval of the U. S. 27 extension in Florida will most certainly prove to be an important contribution to the state.

1, 1948, with interest payable semi-annually. Delivery date of bonds is August 1, 1948.

Details and purpose of issues by counties are given below.

Lee County Road Revenue Bonds (Series 7 of the State Improvement Commission) in amount of \$350,000 @ 3.25% in \$1,000 denominations dated January 1, 1948, maturing serially in amounts ranging from \$20,000 in 1949 to \$70,000 in 1956. Purpose of the bond funds is to construct the unimproved Lee County portion of SR 82, which runs southwest from Fort Myers to connect with SR 29 in Collier County.

Gulf County Road Revenue Bonds (Series 8 of the State Improvement Commission) in amount of \$385,000 @ 3.2% interest in denominations of \$1,000 dated March 1, 1948, maturing serially in amounts ranging from \$20,000 in 1949 to \$35,000 in 1963. Bonds maturing on or after March 1, 1958 (Totaling \$185,000) are callable at par on that date or any interest payment date thereafter.

Bond receipts are to be used to construct within the county SR No. 381 from Beacon Hill on the Gulf to

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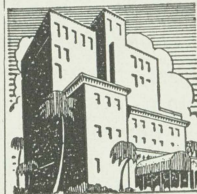
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Wewahitchka, improvements on SR 30, and paving of streets in Port St. Joe.

Wakulla County Road Revenue Bonds (Series 9, State Improvement Commission) in amount of \$350,000 @ 3.2% interest, in denominations of \$1,000 dated March 1, 1948, maturing serially in amounts ranging from \$10,000 in 1949 to \$35,000 in 1963. The maturities due on and after March 1, 1958 (totaling \$195,000) are callable at par on that date or any interest payment date thereafter.

Funds derived from the bond sale will be used on construction of SR No. 375 from Sopchoppy to Ward (Leon County Line) at north end of county.

Calhoun County Road Revenue Bonds (Series 12, State Improvement Commission) in amount of \$405,000 at 3.2% interest, in denominations of \$1,000 dated March 1, 1948, maturing serially in amounts ranging from \$20,000 in 1949 to \$35,000 in 1963. Bonds maturing on and after March 1, 1958 (totaling \$195,000) are callable at par on that date or any interest payment date thereafter.

Bond sale funds will be used to construct State Road 69 from Blountstown to north county line and State Road 73 from Chipola Park to Clarksville.

Flagler County Road Revenue Bonds (Series 13, State Improvement Commission) in amount of \$340,000 @ 3.2% interest, in denominations of \$1,000, dated March 1, 1948, maturing serially in amounts ranging from \$15,000 in 1949 to \$40,000 in 1963. Bonds outstanding on March 1, 1948 (totaling \$180,000) are callable at par on that date or any interest payment date thereafter.

Bond funds will be used to construct the Flagler County part of State Road 305 which runs from State Road 11 to U. S. 17 at Seville.

State Improvement Commission County Road Revenue Bonds had already been issued for Broward, Highlands and Suwannee Counties and some of the projects for which the bonds were issued are nearing completion.

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Remember folks . . . only YOU can prevent forest fires in Florida.

Be careful. Forest fires destroy lives, homes, crops, wildlife and timber.

Burn brush carefully or you may start a raging woods fire.

A year-long survey of Florida's forest resources has been started by the state and federal forest services.

The oak is called the "King of Trees" and its acorns were used as food in Europe before anyone knew of the grain we call corn.

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Advertising Builds Summer Activity

By ROY C. BECKMAN, Director Florida State Advertising Commission

Have you noticed the increasing number of summer visitors in Florida this year?

We think a great deal of the credit should be given to the vigorous summer advertising campaign being conducted by the Florida State Advertising Commission. During the summer months, a message of the vacation advantages in our land of flowers is being told in 14 national magazines, 23 northern newspapers, 25 southern newspapers, over 10 radio stations, and in scores of publicity articles and pictures.

It is being emphasized by colorful booklets sent out of the Commission's Tallahassee headquarters at the rate of about 500 each day, and thousands of personal letter replies containing data on various sections of the state.

This campaign, which is really part of the year-around program of the Commission in directing attention to Florida's opportunities in the industrial, agricultural and recreational fields, is already giving evidence of producing a volume of business throughout the state far in excess of its cost. Last summer, a similar program brought enthusiastic reports from all sections and surveys indicated that the state had enjoyed the best summer season in its history.

Communities, chambers of commerce, transportation companies, hotels and resorts are cooperating wholeheartedly by "keying" their advertising programs with that of the Commission. All have been provided copies of the state's advertising schedules, and many are using the same publications on the same dates for their advertising. Inquiries and advance reservations, conventions scheduled and planned, actual visitors and travelers, and such indices as department store sales, bank debits, and gasoline sales give ample evidence that the summer of 1948 will see many visitors from other states within our borders.

The Advertising Commission, meanwhile, has plotted its course for another fiscal year. It is producing a new rack folder to fill the enormous demand for such brochures by travel bureaus and agencies, automobile clubs, touring services, corporations planning employee vacation sched-

ules, and similar sources. Seven hundred thousand such folders have been ordered and are being delivered as fast as the printers can get the paper and roll them off the presses. Requests to date, however, total over 650,000 and the Commission expects this item of its direct-mail campaign to grow in importance.

Plans are under way for the making of a 16 millimeter, color motion picture telling the overall story of Florida—a project that may take a year for completion since such items as agricultural products are seasonal.

Additional direct-mail booklets—the large 48-page color-photograph brochure printed and reserved entirely for direct inquiries from out-of-state—are also being printed in quantity. The demand for these growing out of the advertising campaign throughout the nation, continues at the rate of 20 every hour of the day and night. This record, unequalled by any other state, has been maintained ever since the Commission's first advertisement appeared in January, 1946.

Evidence that state advertising is paying for itself many times over the cost is found in figures now available for the year 1947. The Comptroller collected \$40,882,256 in gasoline taxes, an increase of 11.7% more than the \$36,570,676 collected in 1946. Bank debits during that year increased 10.2% over 1946. Department store sales were 7% higher.

Public utilities and private industries produced 18.4% more electric power than in 1946, while production for the same averaged a gain of only 13.8%. Although Florida is twenty-second in population among the states, it was ninth in total construction in the United States in 1947, and that year's building exceeded 1946 by 41%.

Some figures are available for 1948. These show that Florida led all states in January, 1948 in a regional trade

barometer compiled by a nationally-known statistical concern. The January and February cash receipts from livestock, livestock products and crops, totaled \$62,719,000, the State Department of Agriculture reports. The same months of 1947 produced \$49,299,000—an amount more than \$13,000,000 less than the current year! And the State Hotel Commission reports that from October 1, 1947 to April 1, 1948, licenses for hotels, tourist courts, rooming houses and restaurants were issued in the number of 37,650, an increase of 2,500 over the same period last season.

With many industrial concerns establishing in Florida, or receiving the cooperation of the Commission in investigating potential sites and locations, and with agriculture showing a steady development, the advertising program is laying a firm foundation for the state's future economy as well as meeting the growing competition in the tourist field.

In 1946 and 1947, the Advertising Commission won the "Pulitzer" prize for state advertising, a citation by the National Advertising Awards jury. No other state was accorded this honor. Forty-three other states of the Union are advertising their "wares" either with state funds or money provided by private industry, and Florida's campaign has been accepted as a model to be followed, according to reports received in Tallahassee. Thus, in the judgment of the nation, the Sunshine State is leading all others in the field of promotion and the Advertising Commission is determined to maintain that leadership.

A good sportsman obeys the law of the woods. He breaks his match before tossing it away—douses his camp fire to the last spark,—smokes only where his woods lore tells him it is safe.

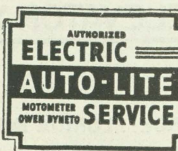
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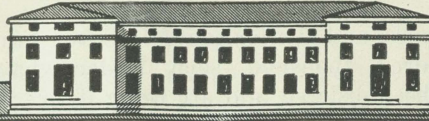
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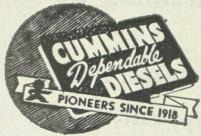
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ORLANDO TRANSIT COMPANY

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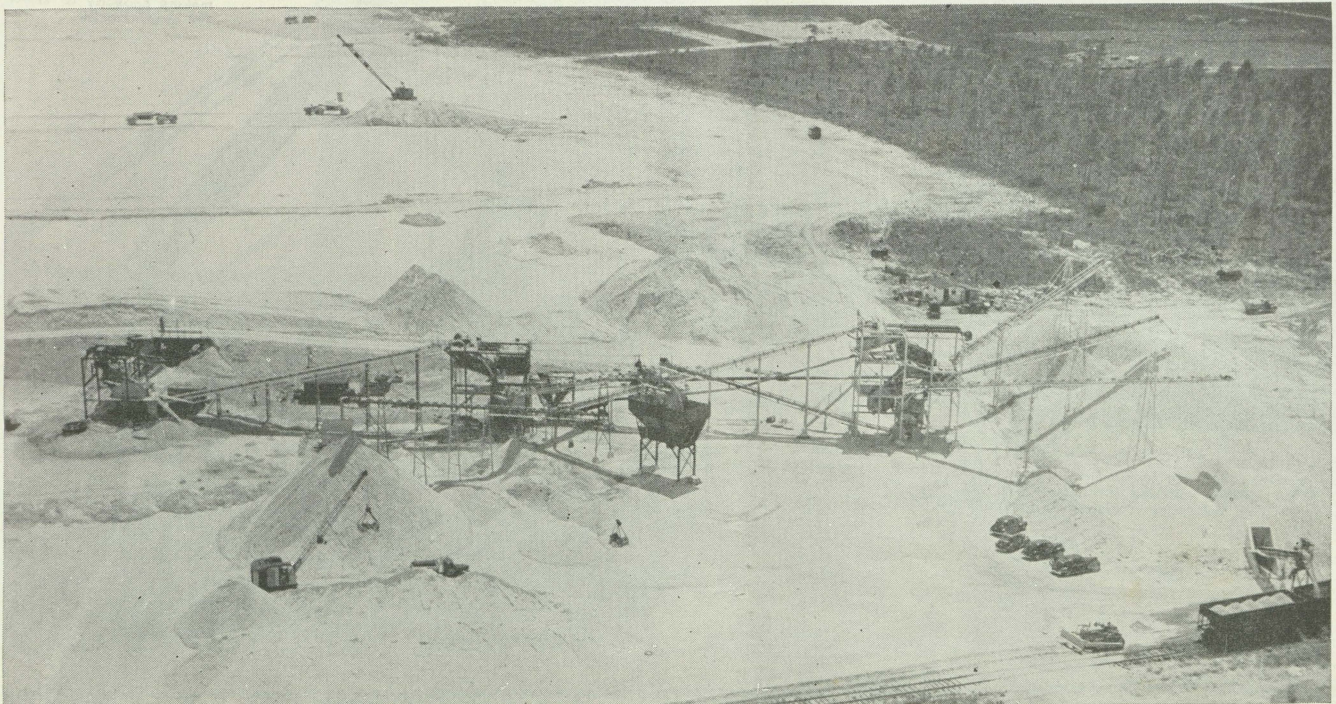
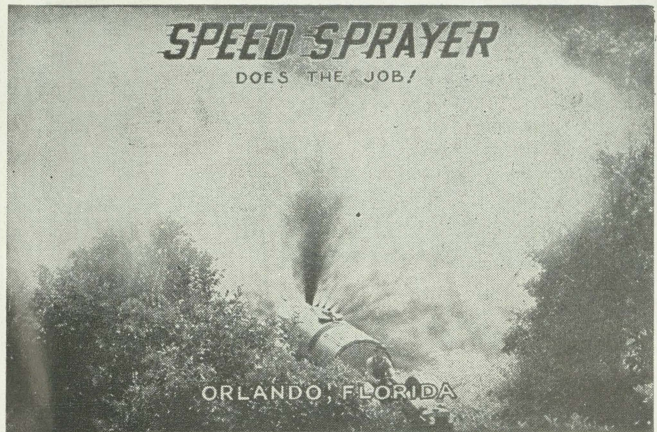
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SAM DENEZIA, Pres.

PHONE 2-2060

ORLANDO, FLORIDA



This aerial view of the Miami Crushed Stone plant shows the complete production process from initial recovery (background) to loading the finished product into open-top cars (right foreground).

Miami Crushed Stone Company

P. O. BOX 451

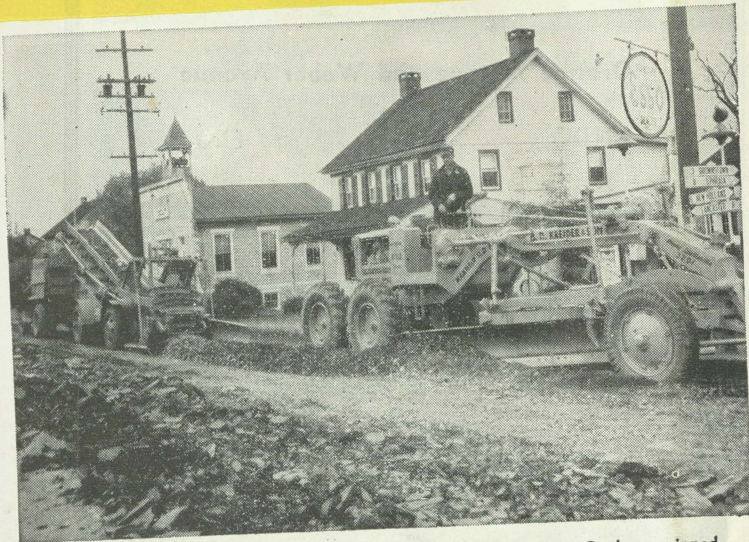
MIAMI, FLORIDA

SOUTH MIAMI BRANCH

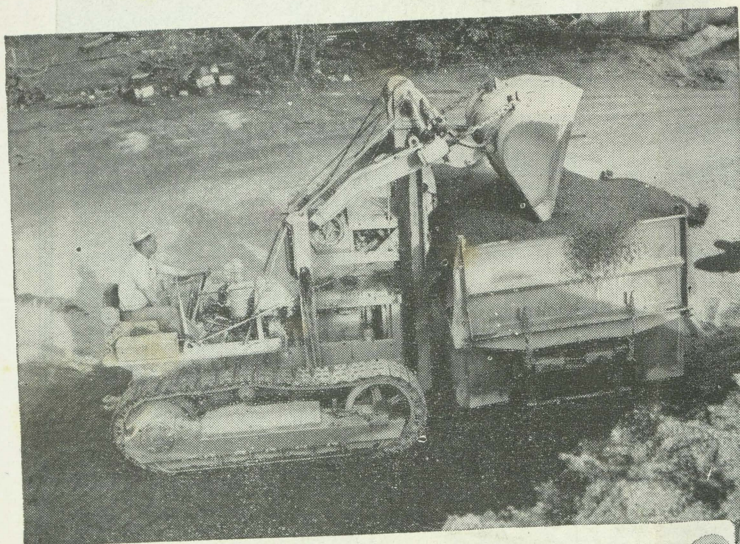
On S.A.L. Ry. and F.E.C. Ry.
4800 S.W. 72nd Avenue

PHONES 4-2581
4-2582

FAST YARDAGE *Movers..*



CONTINUOUS LOADING RUN: A "Caterpillar" No. 112 Motor Grader, equipped with scarifier, has ripped up this old macadam road. Now the 112 piles up the material in windrows. Behind comes an Athey Force-Feed Loader, for a continuous run on loading. With close teamwork, six 5-ton trucks were loaded in six minutes.



BUCKETFUL EVERY 15-20 SECONDS: Here's a fast way to load a truck—with a "Caterpillar" D4 Tractor and Trackson Traxcavator. Traxcavator loads trucks over sides or ends and fills them heaping full. Buckets come in a wide range of sizes and types—designed to load quickly from banks, piles or windrows.

• You say you've got a "special" earthmoving job? That's right up our alley. If "Caterpillar" alone can't take care of it, there's a specially-designed outfit to do the job better and faster.

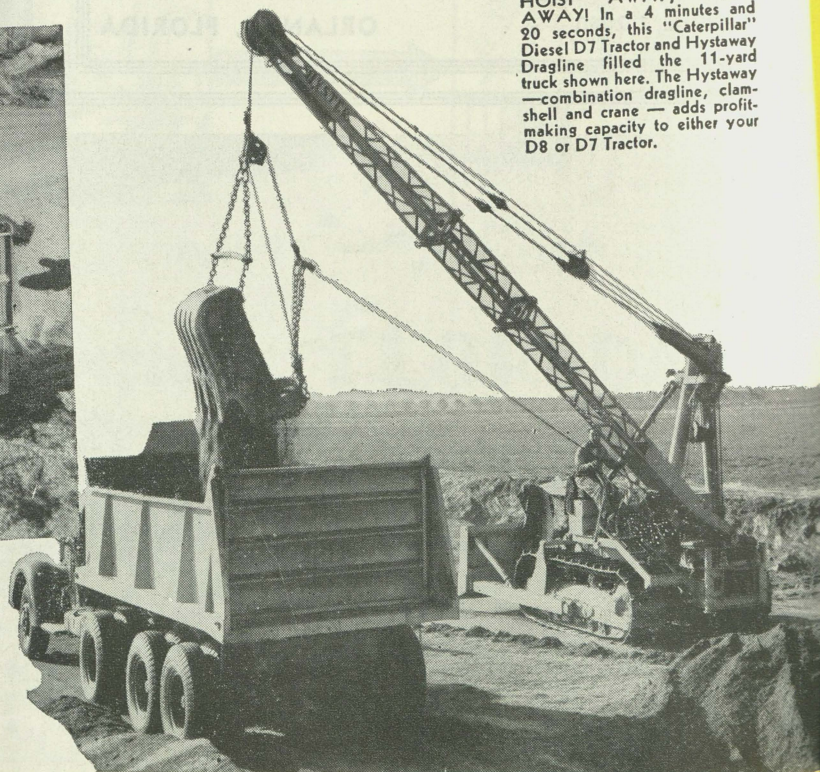
Three of these are pictured here, in loading action. They're part of a complete line of hard-working tools engineered *exclusively* for teaming up with "Caterpillar" power.

With a dependable "Caterpillar" Diesel, this allied equipment will hoist, shovel, scoop, cut, load your material on dozens of jobs. And it'll do it the fast, low-cost "Caterpillar" way.

CATERPILLAR Diesel

REG. U. S. PAT. OFF.

HOIST AWAY, HYST-AWAY! In a 4 minutes and 20 seconds, this "Caterpillar" Diesel D7 Tractor and Hystaway Dragline filled the 11-yard truck shown here. The Hystaway—combination dragline, clam-shell and crane—adds profit-making capacity to either your D8 or D7 Tractor.



Burford-Toothaker Tractor Co.

U.S. Highway 31, South | 2521 Halls Mill Rd.
Montgomery, Alabama | Mobile, Alabama

Clewiston Motor Company

Clewiston, Florida

Gibbs Equipment Division

GIBBS CORPORATION

Maitland, Jacksonville, Tallahassee, Fla.

Shelley Tractor & Equipment Co.

Miami and Tampa, Florida